

ABSTRACT OF THE DISCLOSURE

A conversion server is implemented after a voice messaging server. The conversion server retrieves a voice message, compresses it and inserts it in an MMS type multimedia message. The multimedia message is formatted according to an HTML/XML/SMIL type language. The message thus formatted is then routed, through a multimedia server of a telephony operator, up to an intended recipient terminal where it will be interpreted/consulted. The multimedia server itself may also format the multimedia message according to a user profile, and add advertising type contents for example to the message.